



FOR IMMEDIATE RELEASE  
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**DESIGN PAVILION 2018 ANNOUNCES 9-DAY PUBLIC PROGRAM OF INSTALLATIONS AND TALKS IN TIMES SQUARE BY LEADING INTERNATIONAL DESIGN VISIONARIES, BRANDS AND ORGANIZATIONS. DEMONSTRATING THE POWER OF DESIGN TO SHAPE OUR CULTURE**



**INFLATE DEBUTS IN U.S. CUSTOM-DESIGNED LARGE-SCALE INFLATABLE PAVILION  
DESIGNED WITH CREATIVE DIRECTOR HARRY ALLEN**

**AIGA PARTNERS WITH DESIGN PAVILION AND NASDAQ TO DISPLAY “DESIGN FOR  
DEMOCRACY” MESSAGES ON NASDAQ’S TIMES SQUARE DIGITAL SCREENS ENCOURAGING  
VOTER AND COMMUNITY ENGAGEMENT**

**AVERY DENNISON AND UK DESIGN ORGANIZATION ARTS THREAD PRESENT WORK OF  
EMERGING DESIGNERS FROM AROUND THE WORLD**

**MORE THAN 3 MILLION VISITORS ANTICIPATED**

**New York, NY, April 16, 2018**—[Design Pavilion](#), the annual, public design happening taking place in Times Square from May 12-20, 2018 during New York City's official design week NYCxDESIGN, announced today a robust program of installations, exhibitions and talks with leading design thought leaders, businesses and organizations, that are shaping our future through new and innovative design initiatives. Themed *From This Day Forward*, Design Pavilion, which is the central information hub and meeting point for the city's design week, will collaborate with AIGA, Nasdaq, Pratt Institute and Times Square Alliance to present immersive design projects by Avery Dennison and Arts Thread (UK), Inflate (UK), Magis with Herman Miller, MIO and zU Studio (Netherlands), among others vested in the power of design to transform and improve the way we live and work.

"Taking place during NYCxDESIGN, which in its first 6 years has quickly taken its place as one of the world's most compelling and engaging design weeks, Design Pavilion is its public hub and meeting place for discovery, learning and engagement and offers inspiration for all," commented Ilene Shaw, Producer and Founder of Design Pavilion and a noted visionary in the industry. "Today, designers are solving important social and civic problems and enhancing quality of life. Design Pavilion 2018 is all about showcasing their ideas and experiments and illustrating how design is transforming our culture and future. We want the public to know it's design week here in NYC and to enjoy the impact of design."

### **Design Pavilion 2018 Highlights**

Design Pavilion 2018 will activate the plazas in the new and radically transformed Times Square from Broadway and 7th Avenue between 42nd and 47th Streets with immersive environments and daily programs featuring new work by design leaders from around the world addressing the theme *From This Day Forward*.

"Our future will be shaped, in many ways, by design's response to the challenges of the 21st century," stated Harry Allen, Creative Director of Design Pavilion. "The theme for Design Pavilion 2018, 'From This Day Forward,' is meant to encourage many perspectives, and we are very excited about this year's thoughtful and varied participants. From school-generated projects, to more established visions, to graphic solutions, the installations represent the potential of design to re-shape our world."

### **Inflate debuts custom-designed inflatable pavilion for the first time in U.S., developed with Design Pavilion Creative Director Harry Allen**

In the spirit of this year's theme and a commitment to the future and innovation, Design Pavilion Creative Director Harry Allen is collaborating with UK-based, fast architecture and lightweight design brand Inflate, led by Creative Director Nick Crosbie, to premiere a large-scale, inflatable structure spanning approximately 2,000 square feet across the plaza at Times Square. The inflatable pavilion will be an intricate and uniquely light and soft form housing special exhibitions within its 25-foot-high sheltered space.

### **L'Observatoire International collaboration with Inflate**

World renowned lighting design firm, L'Observatoire International has designed a lighting installation to highlight the form of Inflate's structure both within and without, bringing depth through a play of light and opacity. As architectural lighting designers, the firm's role is to leverage light as a medium through which architectural intentions can be heightened and spaces transformed. Other L'Observatoire projects, among many, include the lighting of the Metropolitan Museum of Art, the High Line and Louis Vuitton Foundation in Paris. L'Observatoire International was founded in 1993 by designer Hervé Descottes. Project director for this installation is Christopher Marta.

### **AIGA designers use design to engage citizens in democracy**

AIGA, the professional association for design, is collaborating this year with [Design Pavilion](#) to showcase its Design for Democracy: "Building Community Power" messages and graphics on Nasdaq's digital screens at 4 Times Square from May 12-20. Nasdaq will share the AIGA members' content on the Tower and Marquee, as well as across its social media channels that engage more than two million followers.

"Design Pavilion showcases the transformative impact of design on our daily lives in forward-thinking and accessible ways and is expected to draw more than three million visitors to its program in Times Square,"

continued Ilene Shaw, Design Pavilion Founder and Producer. "A new collaboration with Nasdaq supports our exciting and timely partnership with AIGA, which clearly demonstrates design as an agent for positive change."

### **Times Square Design Lab launches at Design Pavilion**

Times Square Alliance will launch inaugural prototypes from a new program titled Times Square Design Lab (TSqDL) at Design Pavilion during NYCxDESIGN. These commissioned designs for public space are designed by New York City designers Brad Ascalon, Joe Doucet, Louis Lim, Doug Fanning, and Hive Public Space. The collection is managed by 6¢ Design and introduces Times Square as a lab for new solutions to enhance public spaces and as a venue to present New York's design talent and community.

"Hosting Design Pavilion and being the hub for NYCxDesign reflects our ongoing commitment to nurturing innovative design in Times Square; we are and want to continue to be a center of creativity," said Tim Tompkins, President of Times Square Alliance.

### **Bright New Things, sponsored by Avery Dennison and Arts Thread presents work of emerging designers**

For the 2018 edition of Design Pavilion, an international "Bright New Things" competition hailing from the UK challenges students and recent graduates from around the world to wrap an everyday object using Avery Dennison's graphic materials. Four winning designs will be chosen for exhibition within a stunning, large glass cube powered by Avery Dennison's Janela™ and Vela™ technologies, offering viewers a combination of physical and digital discovery and a glimpse into the future of consumer experience.

### **Magis with Herman Miller transforms Times Square with striking seating installation**

Magis, with Herman Miller, its exclusive distributor in the U.S. return to Design Pavilion for a second year with a bold expression of vivid color, organic forms, and a playful spirit. Times Square will once again be transformed with a parade of the Eero Aarnio designed *Puppy*, Konstantin Grcic designed Magis Chair\_One, Jaime Hayon designed Magis Milà Chair, and 2011 *Wallpaper\** Magazine Designer of the Year Thomas Heatherwick-designed *Spun* chairs. Magis encourages its design partners to achieve technological sophistication by exploring innovative uses of materials and production techniques, evident in their original designs.

### **MIO debuts a new line of furniture designed to enhance creativity**

MIO is a line of modern sustainable furnishings for creative spaces. The *Work is Play* Collection, to be shown for the first time at Design Pavilion, is the result of research into the habits and activities of adults in their living and workspaces. The *Work is Play* line brings play to the forefront as a means to spontaneously interact and share with others while enhancing creativity and the flow of positive emotional expression.

### **Pratt Institute presents The Future of Take-Out, an exhibition of student solutions**

The Future of Take-Out is a unique collaboration with the New York State Department of Environment Conservation (DEC), challenging Pratt students to explore a range of solutions that focus on reducing waste, eliminating one-time use packages for fast food, plastic alternatives, marine-friendly packaging and methods and systems for packaging and transporting take-out food with the goal of eliminating the pollution of New York's waterways and Harbor by the litter of fast food plastic utensils, containers, straws and bags offered by the city's take-out restaurants, delis, and food carts. Pratt Institute is transforming academic excellence in architecture, art, design, information studies, and liberal arts and sciences through its defining heritage and visionary future.

### **The American Design Club returns to Design Pavilion**

The American Design Club, a platform for designers and brands to show, share, and sell their work, will return for the third year to Design Pavilion, where visitors will be able to browse their pop-up shop and take home the latest products made by emerging and established creatives. The American Design Club connects and consults with brands on new opportunities and curates theme-based exhibitions of new work at some of the finest design venues.

### **zU-studio presents anti-gravity seating for “Re-lying”**

Parenthesis, aka ( ), of the Re-lying Collection, invites you to experience anti-gravity seating positions. The collection promotes numerous health benefits including reducing the pressure on the lumbar discs, improving back pain and sciatica issues, reducing heart rate and improving circulation. Relax and breathe in the heart of the city. Created by Javier Zubiria, founding architect at zU-studio architecture, based in The Netherlands.

### **Circus Family adorns Superior Digital Display screens in Times Square**

Custom-designed, digital animations by audiovisual design collective Circus Family, based in The Netherlands, will grace Superior Digital’s spectacular digital signage located at West 42nd and 49th Streets, the gateways to Times Square, prior to and during Design Pavilion’s program.

### **Duggal Visual Solutions showcases their most innovative technologies**

Renowned for fine print production, Duggal Visual Solutions also provides digital interactive fixtures, custom fabrication, and design consultation. They serve the world’s most influential brands in premium retail, museums, hospitality, architecture and design firms, and sport and other major events. As a production partner Duggal’s state of the art capabilities are evident in its original installation and Design Pavilion’s signage program.

### **2018 Design Talks NYC**

Design Pavilion will host a series of lively conversations with leading art, architecture, design, and civic visionaries and creative leaders. Now its fourth year, the Design Talks NYC program will take place at 4 Times Square, 151 West 42nd Street, one of the most recognized buildings around the world overlooking Times Square. A designated floor will host all talks and conversations, as well as a press lounge for credentialed journalists covering Design Pavilion and NYCxDESIGN.

2018 talks include a conversation with Frances Bronet, president of Pratt Institute; Debbie Millman, host of the *Design Matters* podcast; and Sybil Yurman, co-founder and chief brand strategist of David Yurman to be moderated by Susan Szenasy, publisher and editor-in-chief of *Metropolis*.

Previous Design Talks NYC speakers and moderators have included: Craig Dykers, Principal, Snøhetta Architects, the visionary who radically transformed Times Square from a notoriously congested intersection into a world-class civic space; Susan Szenasy, Editor-in-Chief, *Metropolis* magazine; Stuart Constantine, Founding Partner, Core 77; Julie Anixter, Executive Director, AIGA, the oldest and largest professional membership organization for design; Justin Davidson, Classical Music and Architecture Critic, *New York* magazine and author of *Magnetic City*; Todd Simons, Vice President, Brand Experience and Design, IBM; Kendal Henry, Director, New York City’s One Percent for Art; Matt Shaw, Senior Editor, *The Architect’s Newspaper*; Carol Ross Barney, Principal Designer, Ross Barney Architects; Josephine Minutillo, Senior Editor, *Architectural Record*, as well as principals from the city’s major art, design and architecture schools and institutions including The Cooper Union, Fashion Institute of Technology, Parsons School of Design at The New School and Pratt.

**Design Pavilion is free, open to the public, and expected to draw more than three million visitors.**

In-kind media support is provided by New York Magazine and Cultured Magazine.

**High-resolution media images may be downloaded here:**

<https://www.dropbox.com/sh/payfnv0dg0mzyoi/AABpZvP5ymCcpnag1HZFPuSka?dl=0>

Image credit: Rendering by Inflate for Design Pavilion 2018, courtesy Design Pavilion.

## ABOUT DESIGN PAVILION

From May 12-20, 2018, Design Pavilion, an annual, nine-day public design and cultural happening that is free and open to all, returns to New York City's Times Square in celebration of the city's official design week NYCxDESIGN. Serving as the public hub for NYCxDESIGN and themed for 2018 From This Day Forward, Design Pavilion aims to engage more than 3 million visitors in ideas about design and our future by emerging and established designers, architects, brands and visionaries from around the world participating in its curated public program.

### Founded and Produced by Ilene Shaw and Shaw & Co. Productions

Shaw & Co. Productions is an established, creator and producer of highly visible marketing and promotional platforms – commercial and not-for-profit – representing design and designers. Innovators in the fields of design and functional art, they conceive of and develop inspired marketing strategies for both trade and public awareness. Their productions include public, trade and corporate events, curated exhibitions, seminars and conferences, award and educational programs. Ms. Shaw is a founding member of the NYCxDESIGN Steering Committee.

[ShawCoProductions.com](http://ShawCoProductions.com)

### Creative Direction by Harry Allen Design

Harry Allen Design is an award-winning, multidisciplinary design firm based in New York City. Although trained as an industrial designer, Mr. Allen achieved prominence in 1994 for his interior design of Moss. A multitude of interior design projects followed. His product design work spans a wide range, from furniture and lighting to packaging and accessories. The Harry Allen Design process is a unique combination of personal experimentation, cross-pollination, and strategic thinking, striving to make life more thoughtful and beautiful.

[HarryAllenDesign.com](http://HarryAllenDesign.com)

### In partnership with Times Square Alliance

The Times Square Alliance, founded in 1992, works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. The Alliance provides core neighborhood services with its Public Safety Officers and Sanitation Associates, encourages economic development, co-coordinates major events such as New Year's Eve and Solstice in Times Square, presents public art via Times Square Arts, and advocates on behalf of its constituents.

[timessquarenyc.org](http://timessquarenyc.org)

### In celebration of NYCxDESIGN

NYCxDESIGN, New York City's annual celebration of international design, attracts hundreds of thousands of attendees and designers from across the globe. Taking place each May, the event celebrates a world of design and showcases over a dozen design disciplines through exhibitions, installations, trade shows, panels, product launches, open studios, and more. And, like design itself, NYCxDESIGN is everywhere, with events taking place across the city's five boroughs. Brought to life by New York City Economic Development Corporation (NYCEDC) in conjunction with a steering committee of leading members of New York City's design community, NYCxDESIGN highlights the unique creative, cultural, educational, and economic opportunities in New York City.

[nycxdesign.com](http://nycxdesign.com)



### **VISITOR INFORMATION**

May 12-20, 2018

Every day from 11AM-9PM

Times Square, New York City (Broadway and 7th Avenue between 42nd and 47th streets)

Free and open to the public

For more information visit: [design-pavilion.com](http://design-pavilion.com)

### **JOIN THE CONVERSATION**

Share and post on Instagram: @design\_pavilion

Tag on social media with #DesignPavilionNYC

### **CALENDAR LISTING INFORMATION**

What: From May 12-20, 2018, Design Pavilion, an annual, nine-day public design and cultural happening that is free and open to all, returns to New York City's Times Square in celebration of the city's official design week NYCxDESIGN. Serving as the public hub for NYCxDESIGN and themed for 2018 From This Day Forward, Design Pavilion aims to engage more than 3 million visitors in ideas about design and our future by emerging and established designers, architects, brands and visionaries from around the world participating in its curated public program.

Where: Times Square, New York City (Broadway and 7th Avenue between 42nd and 47th streets)

When: May 12-20, 2018

Tickets: Free and open to the public

Website: <https://www.design-pavilion.com>

Note: this news release was updated April 17, 2018.

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